

Capacity Building Training
CADCA Mid-Year 2006

1. Coalitions should have some sort of reputation in the community.
2. How do people know the coalition exists?
 - a. Ie. Is there are sign coming into the community that says “----- Welcomes you the stay Drug Free”
3. Send your reporters thank you cards when they print something well.
4. Establish a good first impression.

Community Mobilization

1. Problem (Why)
 - a. Apathy
 - b. Distrust
 - c. Disenfranchisement
 - d. Too many competing interests
2. Why Here
 - a. Community growth
 - b. Competing priorities
 - c. Territories
 - d. Trends-economics
 - e. Denial
 - f. Lack of collaboration
 - g. First impressions
3. Where does your coalition fit with the top issues/news items in the community?
 - a. Draw your community, list the top 4 news items, describe where you fit.
4. Build on a crisis.
5. Come in through the backdoor. May not be addressing the murder rate, but are addressing the drug problem related to the high murder rate.
6. Don't recreate the wheel-go back to those you need and want.
7. Engage with neighborhood associations.
8. Develop your strength
9. Assess your value to other groups in the community. Are you beneficial at this time? Are you on the radar?
10. Who isn't there?
11. Tailor your message to fit the group you're addressing.
12. Are the optimists involved?
13. Barrier-staff driven, not coalition driven. If I don't know my role, I'm not staying.
 - a. Sub-committees with deadlines are effective.
14. Evaluate your coalition members
 - a. Survey them and ask them to identify their strengths and weaknesses, backgrounds and interests, what they need from the coalition and how much time can they realistically volunteer.
15. Build the relationship before you need it.